

G. R. S. App. F. IX-4]

Previous References.

1942-3.
(War)

War File No. 35-42

Serial Nos. 1 & 2

ter References.

GENERAL AND REVENUE SECRETARIAT

Serial Nos. Two on m

Part B for September 1942.

SUBJECT.

War Publicity — Circulation of
Propaganda films.

V. M. Krishnan
24.9.42.

W35-42-1

D.O.No.F.102-42/W
(Enc one)937
W Bangalore,
10th September 1942.War Publicity - Circulation of propaganda
films.
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My dear Mr. Mehkri

I am desired to forward a list of film exhibitors in the Mysore State who, it is understood, invariably default in the exhibition of the war publicity shorts distributed by the Film Advisory Board, Bombay. The particular fault of each exhibitor is noted against his name. The Government of India, Department of Information and Broadcasting, point out that the distribution of these films is done on a system of circuits containing chains of exhibitors, each of whom receives the film from the exhibitor ahead of him in the circuit on the day fixed by the Film Advisory Board, and after screening it for the days allotted to him, despatches it promptly to the next exhibitor in time for his screening. If one exhibitor breaks the chain, the whole routing arrangement made by the Board is at once dislocated and the thing has to be done all over again; what is still worse, it is quite a time before the Board comes to know that the chain has been broken and a re-arrangement means that their programme for the next releases has to be upset. So a delinquent exhibitor's guilt is two-fold; he does not show the film himself and makes it impossible for other exhibitors for no fault of theirs to show it. I am therefore to request that, if there is no objection, the Government of Mysore will be so good as to bring this to the notice of the District Officers concerned and ask them to persuade the exhibitors as tactfully as possible to be more regular in exhibition and in routing the films. This, it is suggested, they may do without committing themselves in writing.

Yours truly
V. G. E. S.

Mothamed-ul-Mulk

M.G. Mehkri, Esq., B.A., LL.B.,

Chief Secretary to the Government of

His Highness the Maharaja of Mysore,
Bangalore.

Since it is requested in the letter that the default might be brought to the notice of the Dy. Commissioners of the Districts concerned, perhaps a communication to them by the Chief Secy. would be appropriate.

VN

K.R.H.

Chief Secy.)
W.C.

mess. 12/9/42

6-124

LIST OF NEGLIGENT EXHIBITORS (INDIAN STATES)

		-----:0:-----	
		<u>Mysore.</u>	
		<u>Cinema.</u>	<u>Remarks.</u>
English Circuits.	1. Davangere	Vasant	Takes delivery, but delays and does not despatch in time.
Telugu Circuits.	1. Chickbalapur	Vani	Very negligent. -do- -do- -do-
	2. Bowringpet.	Venketeswar	
	3. Devangere	Vasant.	
	4. Shimoga.	Krishna.	

937
W

War Publicity- Circulation of
Propaganda films.
[App. F. III-2]

General and Revenue
Secretariat

File No.

of 194

Serial
No.

Subd with a draft h to D Mo concerned

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17/2

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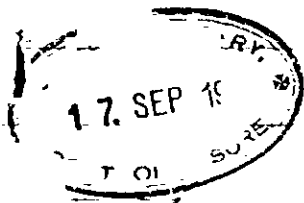
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27/2

Issued 1607-9 5 21st Sep 42

h h D M K h

Chikara

Shimizu



B

SUBJECT.....

Diary No. of letter replied to.....

General and Revenue Secretariat

()
the 19

Date of issue.....

21.9.42

Signed by.....

Mr. S. K. V.

List of enclosures.....

Copied by.....

Examined by.....

Section

War

File No.

35-42

Serial No.

2

No.

1607-9/w Enclose each.
d 21.9.42.

To

The D. M. Kotler
Chikalong
Shimoga

Sir,

War Publicity - Circulation of
the propaganda films

I am directed to acknowledge

for information a copy of Reg. No.

D.O letter No F. 102-42/W 8

10th Sep. 42 ^{with its enclosure} on the above subject

and to request that necessary action
may kindly be taken in the matter
on the lines suggested in the letter

I have

27/9

Chikalong

Copy of D.O. letter No.P.102-42/W dated the 10th Sept. 1942
from the Secretary to the Hon'ble the Resident in Mysore.

War Publicity - Circulation of propaganda films.

I am desired to forward a list of film exhibitors in the Mysore State who, it is understood, invariably default in the exhibition of the war publicity shorts distributed by the Film Advisory Board, Bombay. The particular fault of each exhibitor is noted against his name. The Govt. of India, Dept. of Information and Broadcasting, point out that the distribution of these films is done on a system of circuits containing chains of exhibitors, each of whom receives the film from the exhibitor ahead of him in the circuit on the day fixed by the Film Advisory Board, and after screening it for the days allotted to him, despatches it promptly to the next exhibitor in time for his screening. If one exhibitor breaks the chain, the whole routing arrangement made by the Board is at once dislocated and the thing has to be done all over again; what is still worse, it is quite a time before the Board comes to know that the chain has been broken and a re-arrangement means that their programme for the next releases has to be upset. So a delinquent exhibitor's guilt is two-fold; he does not show the film himself and makes it impossible for other exhibitors for no fault of theirs to show it. I am therefore to request that, if there is no objection, the Govt. of Mysore will be so good as to bring this to the notice of the Dist. Officers concerned and ask them to persuade the exhibitors as tactfully as possible to be more regular in exhibition and in routing the films. This, it is suggested, they may do without committing themselves in writing.

List of negligent exhibitors (Indian States)

	<u>Town.</u>	<u>Cinema</u>	<u>Remarks.</u>
English Circuits.	† Davangere	Vasant	Takes delivery, but delays and does not depatch in time.
Telugu Circuits	1 Chickbalapur	Vani	Very negligent.
	2 Bowringpet	Venkateswar	-do-
	3 Davangere	Vasant	-do-
	4 Shimoga	Krishna	-do-
		XXXXXXXXXX	